



MAP CERTIFICATION

Use the following checklist from the *Artrepreneur's Toolbox*® to guide your preparation for MAP Certification. As you check off items you have prepared, be sure that you have a sample of each to present in your "Market Ready Portfolio".

- ☐ Artist statement
- ☐ Portfolio
- ☐ E-portfolio and web sitemap
- ☐ 6 professional quality photos that define the work
- ☐ 2 process photographs
- ☐ Landscape journal (a source of creative ideas and a branding tool)
- ☐ Small window/table display
- ☐ Diagram and/or photos of booth for use at a show
- ☐ Proof of participation in one in-state show
- ☐ Press Kit
- ☐ Logo
- ☐ Business card
- ☐ Brochure
- ☐ Hangtag
- ☐ Packaging example
- ☐ Resume and cover letter for gallery
- ☐ Mini proposal
- ☐ Customer profile
- ☐ 120 logged studio hours over a nine-month period
- ☐ 5 hours spent with an identified mentor
- ☐ 10 hours of internship with a creative sector business
- ☐ Product Line Inventory (with both retail and wholesale prices)
- ☐ Studio budget for the coming year
- ☐ Five-minute videotaped presentation of artists presenting work
- ☐ Plan outlining the artist's strategies for marketing
- ☐ Modified business plan to use in maintaining focus and direction.

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